



April 24, 2013

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

2013 APR 24 PM 3:21

**RE: Downtown Center Business Improvement District: 2013 First Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the first quarter of 2013:

**Operating Expenses: Annual Budget \$3,215,550**

**Safety Services** - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 38,688 calls for service and self-observed incidents, as well as providing directions and assistance to 6,210 citizens during the months of January, February & March.

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Cultural Diversity
- First Aid & CPR
- Bike Patrol Procedures
- Weaponless Defense

No special events occurred during this quarter

**Maintenance Services** - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 37,212 bags of trash and removed 43 abandoned shopping carts during the months of January, February & March.

**BID ACTION (Homeless Outreach Team)** - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 143 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 5 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,562,560**

### **Communications & Marketing:**

The DCBID is proud to report that this year's Valentine's Day campaign, *Romance in the City: Valentine's in Downtown LA*, was a success. Traffic to the landing page increased by 50% over last year with 15,000 page views. Visitors to our website spent an average of 2:15 minutes exploring content. We also increased our email list by 700 new subscribers — a 50% jump over 2012.

The campaign highlighted 26 dinners, unique gifts, hotel packages, and singles events in Downtown LA. The DCBID produced a dedicated landing page, flyers, print advertising in the *Downtown News*, radio spots on 94.7 The Wave, PR outreach, and a sweepstakes featuring the LA Athletic Club, Hilton Checkers, and the Omni Los Angeles Hotel. Through our partnership with The Wave, we received visibility at their annual concert at Nokia Theatre, including distribution of our Welcome Maps by The Wave staff and our logo on the jumbotron.

Participating businesses included: Border Grill; Café Pinot; Chaya Downtown; Engine Co. No. 28; FIGat7th Farmers Market; Hilton Checkers; Kendall's Brasserie; LA Athletic Club; LA Prime; Millennium Biltmore Hotel; Morton's The Steakhouse; Nick + Stef's Steakhouse; Noé Restaurant; Omni Los Angeles Hotel; Patina; Qdoba Mexican Grill; St. Vincent Jewelry Center; The Edison; The Standard; Walt Disney Concert Hall; Westin Bonaventure; and Yolanda Aguilar Spa.

Planning for the DCBID's spring campaign began in March. Titled "*Explore LA's Urban Frontier*," the campaign highlights 2 miles of historic and cultural sites in the Central District, along with ways to stay and play – from hotel packages to specials. The campaign will be promoted in April and May.

#### **Branding Campaign – “This is My Downtown”**

ThisIsMyDowntown.com, an interactive, testimonial-based website that shares Downtowner's personal experiences about living, working, and playing in Downtown LA continues to be included in our marketing materials. Pole banners throughout Downtown market this website to visitors and residents. Five new videos are planned for 2013.

#### **eNewsletter**

The DCBID's e-newsletters were sent to over 30,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

#### **Property Owner Quarterly Newsletter**

The Q1 issue of the quarterly newsletter was sent out to all stakeholders in late January/early February. This issue featured the results from the holiday campaign, a recap of the 10<sup>th</sup> Annual Fall Program & Tour and the 5<sup>th</sup> Annual Halloween Party for Downtown LA Kids, and much more.

#### **Welcome Map & Welcome Bags**

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greet new tenants and residents when they move in.

#### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. Now that we are fully staffed, with will revisit the redesign of our website.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and showcased the kiosk at the *Dorfman in Love* Premiere at the Downtown Independent & "Get Your Spring On" Event at FIGat7th. We also created a rotating schedule for the kiosk, targeting the most popular intersections in Downtown for pedestrians.

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in.

During January, February, and March the Ambassadors provided 1,760 directions and contacted 1,713 businesses. They also distributed 2,809 Welcome Maps and 810 Welcome Bags. Welcome Bags were delivered to residential buildings and businesses including The Flats, The Stillwell Hotel, Super Cuts, SB Lofts, and SB Manhattan Lofts.

#### Sampling of Visitor Comments:

*To the Managers of the Downtown Guides and Services,*

*I just wanted to thank the Guides for their help with information when we opened the store, and for their excellent customer service. They always answer all of my questions and let me know about things happening in the city. They even helped me know who to call when I wanted to get the trash can back on the corner of 7th and Flower St so that people would not throw trash all over the sidewalk. It is people like them that are improving the City of Los Angeles, so I just want to say thanks!*

*- Lee Black, Flame Broiler, 659 S Flower St.*

#### **Public Relations**

Our public relations firm secured coverage for our Valentine's Day and facilitated interviews with Downtown property owners and experts for a story in the LA Business Journal about creative office spaces. The DCBID received an award at the Pershing Square Advisory Board's Annual Party for their excellent public safety support of the Summer Concert series. Lauren Mitchell is a member of the Board.

#### **Community Events**

As part of the DCBID's initiative to build community in Downtown LA, we launched a new Downtown resident event series. These quarterly mixers provide a forum for residents to mingle with their neighbors, learn about the DCBID and our accomplishments, and ask questions about Downtown living. The event begins with dessert and coffee, followed by a PowerPoint about the DCBID, and a Q&A. Local businesses present raffle items and guests leave with Welcome Bags.

The first event took place on Wednesday, January 30 at the Daily Grill. Residents from the Pegasus, 655 Hope, Milano, Brockman, Roosevelt, Library Court, and Mandel were invited. It was attended by 80 residents who stayed through the end. Q&A questions surrounded schools in the future, Bringing Back Broadway, and dog parks. We received positive feedback from attendees including: "very informative," "I love Downtown," "thank you for hosting this." The event will travel around the District, with the next event planned for mid-April.

In March, the DCBID co-hosted the premiere night for *Dorfman In Love*, a romantic comedy about living in Downtown LA produced by Leonard Hill. The DCBID conducted extensive outreach to residents promoting the film. Approximately 80 guests, including the cast, attended the opening night. Guests walked to Pitfire Pizza after the screening for the after party.

Planning has begun for the Annual Property Owners Breakfast. Please save the date: Thursday, May 23 at 7:45am at the LA Athletic Club. Invitations will be mailed in April. Councilman José Huizar and LAPD Captain Horace Frank will join for remarks.

Planning has begun for the Dog Day Afternoon at the Cathedral on Wednesday, July 10, 2013 and our Public Safety Appreciation BBQ at FIGat7th on Friday, August 9.

#### **Marketing Roundtable Meetings**

The DCBID hosted its monthly Marketing Roundtables. With over 60 attendees, businesses shared their marketing activities and learned about the DCBID's efforts to support businesses through our targeted marketing programs. Presentations at the meetings included the Special Olympics, New Filmmakers, the Psomas Paper Yacht Challenge, Art Walk, Relay for Life, American Diabetes Association, and LA Tourism Board.

## **Economic Development:**

### **Demographic Study**

- Downtown LA's Demographic Survey for 2013 was launched on March 18<sup>th</sup> to recruit preferred restaurants, retailers and providers of goods and services to Downtown Los Angeles.
- This project is a significant part of enabling DCBID to continue its role in creating a vibrant community and dynamic city for Downtown residents, visitors and workers. In order to publicize the survey, a coordinated plan - including a fantastic street team, as well as Downtown residential managers and businesses, were involved in the survey's promotion.
- The results will be released in early June 2013.

### **Retail Recruitment Program**

- Three restaurants opened in February: Simply Salad – adding a new healthy addition to the Medallion Lofts, Juice Crafters – opening its third location in Los Angeles on Spring and 7<sup>th</sup> Street, Casa Nostra Ristorante – an Italian cuisine restaurant hailing from Pacific Palisades opened near L.A. LIVE.
- Tangram Studio: an industrial and interior design firm also planted roots in Downtown in February at the PacMutual Building.
- In March, three notable restaurants opened, including Fat Burger – a beloved 60-year old brand, King Eddy Saloon – re-opened under new ownership, and Sprinkles Cupcakes – home of Los Angeles' chic dessert opened at FIGat7th's Taste.
- On March 11<sup>th</sup> the historic Woolworth Building on Broadway met its new tenant, Ross Dress for Less. The 39,000 square foot store has restored the beautiful landmark building that was originally built in 1920.
- Downtown proudly welcomed the grand opening of Equinox – a luxury gym to the U.S. Bank Tower.
- Overall, we toured 12 restaurants and over 5 retailers that are interested in opening locations in Downtown.

### **Broker Outreach**

- We met with various brokerage firms to discuss recruiting retail tenants to Downtown. A few of the brokerage firms included - Avison Young, Colliers, CBRE, Strategic Retail Advisors, and Keller Williams.

### **Residential Market**

- The townhouse style condos at 940 E. 2<sup>nd</sup> Street sold out in March 2013.
- Also in March: 1111 Wilshire located in City West opened bringing 210 new market rate residential units to the market.
- We continued to update and track residential building management and staff.

### **Education**

- In March, the Metro Charter School was approved by the LAUSD Board. Fundraising is now underway to bring this project to Downtown Los Angeles.

### **Special Events**

- The DCBID was a proud supporter of an independent film that was set and filmed in Downtown Los Angeles. "Dorfman in Love" premiered on March 21<sup>st</sup> at the Downtown Independent Theater on Main Street.

### **Quarterly DRMA Networking Event**

- The first DRMA Event for 2013 was hosted by Brookfield Properties at FIGat7th's Taste, a unique So-Cal Food Court. More than 60 property managers and leasing agents attended this very successful event.

### **Research & Special Projects**

During the quarter, we:

- Created new quarterly residential market research report to complement existing database of buildings and properties.
- Researched and crafted detailed information on planned residential projects under construction and in the pipeline.
- Coordinated update to printed maps with Cartifact to reflect new projects and other changes Downtown.
- Attended the Americas Lodging Investment Summit Conference.
- Problem-solved mapping issues with online maps from Cartifact.

### **Housing Tours**

- We hosted six (6) full Housing Tours with nearly 300 participants in total.

### **Business Walking Tours**

- We hosted three (3) successful Walking Tours with over 30 participants in total.

### **Information Requests**

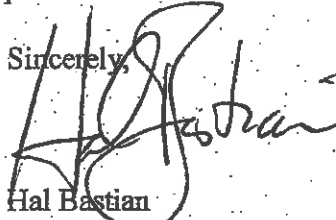
We received over 250 requests for information.

## Administration Program: Annual Budget \$1,019,600

Downtown Center Business Improvement District has actual revenues over net expenditures of \$1,572,503 versus a projected \$1,431,950 for the three months ended March 31, 2013. The \$140,000 difference is the result of slightly higher-than-expected revenue in addition to favorable timing differences within the Communications and Marketing programs for Website design, advertising and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian  
Executive Vice President &  
Director of Economic Development

Table of Quarterly Expenditures as of December 31, 2013

	Q1 2013	Q2 2013	Q3 2013	Q4 2013
1. Operating Expenses	\$ 3,215,550	\$ 772,650	\$ 772,650	\$ 814,600
2. Communications & Marketing	\$ 1,562,560	\$ 284,340	\$ 284,340	\$ 407,775
3. Administration	\$ 1,019,600	\$ 243,713	\$ 243,713	\$ 231,100
4. Total	\$ 5,797,710	\$ 1,300,703	\$ 1,300,703	\$ 1,453,475







RECEIVED  
2013 JUL 29 AM 11:30  
ADMINISTRATIVE  
SERVICES DIVISION

July 29, 2013

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

**RE: Downtown Center Business Improvement District: 2013 Second Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the second quarter of 2013:

**Operating Expenses: Annual Budget \$3,215,550**

**Safety Services** - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 43,344 calls for service and self-observed incidents, as well as providing directions and assistance to 7,200 citizens during the months of April, May & June

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Customer Service
- Use of Force
- First Aid & CPR
- Bike Patrol Procedures
- Weaponless Defense

No special events occurred during this quarter.

**Maintenance Services** - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 43,145 bags of trash and removed 52 abandoned shopping carts during the months of April, May & June

**BID ACTION (Homeless Outreach Team)** - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 189 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 5 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,562,560**

### **Communications & Marketing:**

Our Spring Campaign, *Explore Downtown: LA's Urban Frontier*, showcased 17 cultural and historic sites on a self-guided map. A slide show on our website accompanied the map, showcasing each location and recommendations by locals for dining and shopping. The campaign included tours, hotel packages, special offers, and 12 Mother's Day Brunches.

Traffic to the landing page increased by 39% over last year with 8,200 page views. We increased our email list by 1,400 new subscribers.

We promoted the campaign from April 18 – May 13 (Earth Day through Mother's Day) with press outreach, KCRW radio spots, Downtown News ads, Facebook and Google advertising, a custom printed map, and a booth at Art Walk. We ran a sweepstakes featuring tickets to the IMAX at California Science Center, lunch at Border Grill, dinner at Le Ka, tickets to a ballet at the Music Center, two nights at the Westin Bonaventure Hotel, and a membership to New Filmmakers, Downtown's new film series.

The campaign generated 2.7 million media impressions, a value of \$65,000.

Stops on our self-guided map included:

Grand Park, Cathedral of Our Lady of the Angels, City Hall, The Music Center, MOCA, Wells Fargo History Museum, California Plaza, Angel's Flight Railway, Grand Central Market, Bradbury Building, Jewelry District, Pershing Square, Millennium Biltmore Hotel, US Bank Tower Lobby, LA Public Central Library, The Standard Hotel, 7th Street Restaurant Row and FIDM.

Local's choices of places to see along the way included:

Border Grill, Chaya, Engine Company No. 28, Grand Café at the Omni, Hilton Checkers, Café Pinot, Patina, Kendall's, Blue Ribbon Garden at Walt Disney Concert Hall & more.

The Urban Adventure will be visible indefinitely on our website at [www.DowntownLA.com/DTLAHike](http://www.DowntownLA.com/DTLAHike).

### **Branding Campaign – “This is My Downtown”**

[ThisIsMyDowntown.com](http://ThisIsMyDowntown.com), an interactive, testimonial-based website that shares Downtowner's personal experiences about living, working, and playing in Downtown LA continues to be included in our marketing materials. Pole banners throughout Downtown market this website to visitors and residents. Five new videos are planned for 2013.

### **eNewsletter**

The DCBID's e-newsletters were sent to over 30,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### **Property Owner Quarterly Newsletter**

The Q2 issue of the quarterly newsletter was sent out to all stakeholders in April. This issue featured information about our Demographic Study, new restaurants in the District, and an invitation to our Annual Property Owners meeting.

### **Welcome Map & Welcome Bags**

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greet new tenants and residents when they move in.

### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. We also enhanced the main page with a slideshow of images that emphasize the vibrancy in Downtown LA and introduced a webpage that summarizes the 11 summer outdoor concerts and events ([DowntownLA.com/Outdoor](http://DowntownLA.com/Outdoor).) We created partnerships with many Downtown LA programs, offering them enhanced presence in our e-newsletters and on our website:

- LA Film Festival
- Eat | See | Hear Festival
- Street Food Cinema
- Summer on the Plaza at FIGat7th
- Grand Performances

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and the following events:

- CicLavia – April 21
- Art Walk Lounge – May 9

## • Hope for Firefighters – June 6

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in.

During Q2, the Ambassadors provided over 1,500 directions and contacted over 1,500 businesses. They also distributed 3,000 Welcome Maps and 1,000 Welcome Bags. Welcome Bags were delivered to residential buildings and businesses.

### Sampling of Visitor Comments:

*I'm just writing to let you know that I had a very positive experience interacting with some of your Downtown Guides. Brittany and David made a great pair, and were extremely friendly, helpful, and informative when I met them while visiting LA. Thanks for providing this beneficial service, and for finding the right people for the job! - Chris McKinney, Downtown LA Visitor*

### Public Relations

Our public relations firm secured coverage for our Spring Campaign and Mother's Day.

### Community Events

As part of the DCBID's initiative to build community in Downtown LA, the Downtown resident event series continued. The Q2 mixer on April 24 at Border Grill was a success. Approximately 80 residents from the Bunker Hill area attended and enjoyed a special guest appearance by Chef Susan Feniger.

The 2012 Annual Report was released at our Annual Property Owners Breakfast on Thursday, May 23 at the Los Angeles Athletic Club. Speaker Perez's office presented a certificate of recognition to DCBID CEO and President Carol E. Schatz. Councilman José Huizar, LAPD Captain Horace Frank, and other special guests praised the DCBID's work to ensure that the Downtown community remains safe and clean, and continues to grow and prosper.

The annual report summarizes the accomplishments of our fifteenth year in operation and includes a "look back" to Downtown when we started, and the changes we have made. The report is on our website; hard copies are available upon request.

### Marketing Roundtable Meetings

The DCBID hosted its monthly Marketing Roundtables. With over 60 attendees, businesses shared their marketing activities and learned about the DCBID's efforts to support businesses through our targeted marketing programs. Guest speakers included the Unusual Suspects, Hope for Firefighters, Pershing Square, LA Film Fest, X Games, and the YMCA Annual Stair Climb.

### Economic Development:

#### The Renaissance of Downtown Los Angeles: Opportunity Knocks

We began to plan for this special event. We will hold it on Friday, September 27 to promote confidence in Downtown LA's real estate markets (office, retail, residential and hospitality) and to spur investment from local, national and international real estate investors, as well as real estate users. This production will take the place of

our Annual Fall Program & Tour that we usually hold in November of each year and have a much broader scope, more speaking panels and last the entire day.

### **Retail Recruitment Program**

- Fashion retail is on the rise in Downtown Los Angeles. National retailer Brooks Brothers opened a small boutique store at the Jonathan Club and two Flagship stores also opened: Beautiful Fall 107 W. 5<sup>th</sup> Street and Sub Urban Riot at 111 W. 7<sup>th</sup> Street. Jennifer Main, a successful artist opened Jennifer Main Gallery at 617 W. 7<sup>th</sup> Street, bringing the famous Downtown Art Walk into the heart of our District.
- The DCBID helped to recruit three major fashion retailers to Downtown Los Angeles; International retailer Zara will be opening a 27,000 SF store at FIGat7th; Urban Outfitters in the historic Rialto Theatre; and International Swedish retailer, ACNE Studios at the Eastern Columbia Building - both part of the revitalization of Bringing Back Broadway.
- In April and May, six new restaurants opened in Downtown. The DCBID helped to recruit and open Badmaash, an Indian Gastropub at 108 W. 2<sup>nd</sup> Street and Bronzed Aussie, an Australian meat pie shop at 714 S. Los Angeles Street. The other restaurants are Sixth Street Tavern at 630 W. 6<sup>th</sup> Street brought to you by the owners of Library Bar and Spring Street Bar; Sticky Rice at Grand Central Market, who also own Soi 7; Brick Gourmet Café, a small coffee shop at 333 S. Spring Street; and Invention, a members only bar at the Los Angeles Athletic Club.
- Nina attended ICSC, International Council of Shopping Centers, in Las Vegas where she was able to meet with various developers, national retailers and brokers to discuss Downtown Los Angeles opportunities. This trip may result in large national retailers locating to 7<sup>th</sup> Street.
- Overall, we toured 5 restaurants and 1 large grocery chain that are interested in opening in our District.

### **Demographic Study**

- Downtown LA's Demographic Survey for 2013 concluded in April with over 8,800 respondents. This survey is the key tool used in recruiting businesses and investment into our District. The results will be released in June with a Press Conference.

### **Broker Outreach**

- We met with various brokerage firms to discuss recruiting retail tenants to Downtown. A few of the brokerage firms: Avison Young, Colliers, CBRE, Strategic Retail Advisors, and Keller Williams.

### **Residential Market**

- Barker Block Phase 2 broke ground in April adding 68 adaptive reuse condos to the Downtown residential market. Expected to open in 2014.

### **Quarterly DRMA Networking Event**

- On April 10<sup>th</sup>, Brookfield Properties hosted our 1<sup>st</sup> DRMA (Downtown Residential Management Association) event for 2013 at FIGat7th's Taste. This event was the most successful DRMA event with over 60 residential properties managers in attendance.



### Housing Tours

- We had six Housing Tours with nearly 180 total participants.

### Business Walking Tours

- We had three productive Walking Tours with more than 20 total participants.

### Information Requests

- We had over 200 requests for information.

## **Administration Program: Annual Budget \$1,019,600**

Downtown Center Business Improvement District has actual revenues over net expenditures of \$3,213,730 versus a projected \$2,479,225 for the six months ended June 30, 2013. The \$735,000 difference is the result of assessment revenue received earlier than budgeted in addition to favorable timing differences within the Communications and Marketing programs for Website design, advertising and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian  
Executive Vice President &  
Director of Economic Development

**Table of Quarterly Expenditures as of December 31, 2013**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2013 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,215,550	\$ 816,688	\$ 1,589,338	\$ 800,950
2. Communications & Marketing	\$ 1,562,560	\$ 301,089	\$ 585,429	\$ 354,825
3. Administration	\$ 1,019,600	\$ 198,682	\$ 442,395	\$ 236,100
4. Total	\$ 5,797,710	\$ 1,316,459	\$ 2,617,162	\$ 1,391,875



October 29, 2013

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

RECEIVED  
2013 OCT 29 PM 1:39  
ADMINISTRATIVE  
SERVICES DIVISION

**RE: Downtown Center Business Improvement District: 2013 Third Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the third quarter of 2013:

**Operating Expenses: Annual Budget \$3,215,550**

**Safety Services** - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 41,867 calls for service and self-observed incidents, as well as providing directions and assistance to 4,989 citizens during the months of July, August & September

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- Cultural Diversity
- Weaponless Defense
- Customer Service
- Sexual Harassment
- Bike Patrol Refresher

No special events occurred during this quarter

**Maintenance Services** - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.

Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 46,212 bags of trash and removed 47 abandoned shopping carts during the months of July, August & September

**BID ACTION (Homeless Outreach Team)** - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 200 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 12 people check into in-house drug recovery programs in the city of Pomona, CA, effectively transitioning them from homeless.

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,562,560**

### **Communications & Marketing (Q3 2013: July, August, September)**

Our Summer Campaign in July and August, *Stay Cool in Downtown LA*, showcased 5 suggested itineraries to help beat the summer heat as well as summer events and hotel packages. Each itinerary featured a narrative, map, and business information (photo, hours, and address, etc.)

We promoted the campaign with press outreach, radio spots on Star 98.7, Downtown News ads, LA Weekly ads and an email blast banner, online banners with LA Times and LA Magazine, Facebook and Google advertising, printed postcards, and a booth at Art Walk. We also ran a sweepstakes featuring tickets to the IMAX at California Science Center, lunch at TASTE FiGat7th, dinner at Café Pinot, one night at the LA Athletic Club, and gift cards from CityTarget, Sport Chalet, Gold's Gym and Barista Society.

Stops on our itineraries included:

Grand Park, Grand Central Market, LA Central Library, Qdoba, Sprinkles, FiGat7th, Expo Line, CA Science Center, Kendali's Brasserie, The Biltmore, Bottega Louis, Macy's, Brigade, Mo-Chica, Boba 7, FIDM, WP24, Bonaventure Brewing Company, Barista Society, Walt Disney Concert Hall, REDCAT, MOCA, Angel's Flight, G+B Coffee, Sticky Rice, Horse Thief, Valerie, Bradbury Building, Jewelry District, Mas Malo, Seven Grand Whiskey Bar, Gold's Gym, Caffé Primo, Dr. J's Vibrant Café, Peddler's Creamery, The Standard and Spin Standard, Café Pinot, Le Ka, and Elevate Lounge.



The campaign transitioned to evergreen messaging on our website when it concluded at the end of August ([www.DowntownLA.com/VisitDTLA](http://www.DowntownLA.com/VisitDTLA).) The results included:

- Over 200 new photos posted on Instagram
- 19% increase in page views on DowntownLA.com compared to last year's campaign
- A total of 6,602,787 impressions, valued at \$158,467 (budget was \$30,000)
- Barista Society and Qdoba reported that our campaign increased their sales and foot traffic. The Biltmore Hotel also reported that the DCBID campaign was fundamental to their successful summer.

The Urban Adventure will be visible indefinitely on our website at [www.DowntownLA.com/DTLAHike](http://www.DowntownLA.com/DTLAHike).

### **Branding Campaign – “This is My Downtown”**

[ThisIsMyDowntown.com](http://ThisIsMyDowntown.com), an interactive, testimonial-based website that shares Downtowner's personal experiences about living, working, and playing in Downtown LA continues to be included in our marketing materials. Pole banners throughout Downtown market this website to visitors and residents. Five new videos are planned for 2013.

### **eNewsletter**

The DCBID's e-newsletters were sent to over 30,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

### **Property Owner Quarterly Newsletter**

The Q2 issue of the quarterly newsletter was sent out to all stakeholders in April. This issue featured information about our Demographic Study, new restaurants in the District, and an invitation to our Annual Property Owners meeting.

### **Welcome Map & Welcome Bags**

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greet new tenants and residents when they move in.

### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. We also enhanced the main page with a slideshow of images that emphasize the vibrancy in Downtown LA and introduced a webpage that summarizes the 11 summer outdoor concerts and events ([DowntownLA.com/Outdoor](http://DowntownLA.com/Outdoor).) We created partnerships with many Downtown LA programs, offering them enhanced presence in our e-newsletters and on our website:

- LA Film Festival
- Eat | See | Hear Festival
- Street Food Cinema
- Summer on the Plaza at FIGat7th
- Grand Performances

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and the following events:

- CicLavia -- April 21
- Art Walk Lounge -- May 9
- Hope for Firefighters -- June 6

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in.

During Q2, the Ambassadors provided over 1,500 directions and contacted over 1,500 businesses. They also distributed 3,000 Welcome Maps and 1,000 Welcome Bags. Welcome Bags were delivered to residential buildings and businesses.

### **Sampling of Visitor Comments:**

*I'm just writing to let you know that I had a very positive experience interacting with some of your Downtown Guides. Brittany and David made a great pair, and were extremely friendly, helpful, and informative when I met them while visiting LA. Thanks for providing this beneficial service, and for finding the right people for the job! - Chris McKinney, Downtown LA Visitor*

### **Public Relations**

Our public relations firm secured coverage for our Spring Campaign and Mother's Day.

### **Community Events**

As part of the DCBID's initiative to build community in Downtown LA, the Downtown resident event series continued. The Q2 mixer on April 24 at Border Grill was a success. Approximately 80 residents from the Bunker Hill area attended and enjoyed a special guest appearance by Chef Susan Feniger.

The 2012 Annual Report was released at our Annual Property Owners Breakfast on Thursday, May 23 at the Los Angeles Athletic Club. Speaker Perez's office presented a certificate of recognition to DCBID CEO and President Carol E. Schatz. Councilman José Huizar, LAPD Captain Horace Frank, and other special guests praised the DCBID's work to ensure that the Downtown community remains safe and clean, and continues to grow and prosper.

The annual report summarizes the accomplishments of our fifteenth year in operation and includes a "look back" to Downtown when we started, and the changes we have made. The report is on our website; hard copies are available upon request.

### **Marketing Roundtable Meetings**

The DCBID hosted its monthly Marketing Roundtables. With over 60 attendees, businesses shared their marketing activities and learned about the DCBID's efforts to support businesses through our targeted marketing programs. Guest speakers included the Unusual Suspects, Hope for Firefighters, Pershing Square, LA Film Fest, X Games, and the YMCA Annual Stair Climb.

### **Economic Development:**

#### **The Renaissance of Downtown Los Angeles: Opportunity Knocks**

The panels were established and the event to promote confidence in Downtown Los Angeles will be held in January of 2014.

### **New Team Member**

- Josh Kreger joined the DCBID Economic Development Team in August 2013. Josh was previously with Kosmont Companies and worked in the LA City Planning Department. Josh has his JD from University of San Diego School of Law.

### **Retail Recruitment Program**

- The DCBID helped to recruit and open: Panini Spot located at 700 ½ S. Spring Street, from the owners of Juice Crafters; Ebanos Crossing, a new restaurant and bar located at 200 S. Hill Street; and Grand Central Market welcomed Clementine's Popsicles.
- We met with six Downtown developers regarding new hotel, residential development sites, as well as retail recruiting for their Downtown properties.
- Nina attended the Southern California Development Forum at the Luxe Hotel which featured The Ratkovich Company, The Metropolis Development Project and the Union Station Redevelopment Plan.
- We continued to support The Ratkovich Group in their retail recruiting for The Bloc.
- We toured six restaurants that are interested in opening in our District.

### **Creative Office Committee**

- The DCBID Economic Development and Marketing Teams worked together to create a Creative Office Committee. This committee will be focusing on developing original marketing tools and working with Downtown Brokers to attract new office tenants.

### **Demographic Study**

- Downtown LA's Demographic Survey for 2013 was released in September and the information will help us to recruit more retailers.

### **Economic Development Research**

- Josh updated the DCBID's research and statistical data for Downtown Los Angeles including the Market Report, the Cartifact Map and Housing Book database.

### **Broker Outreach**

- We met with various brokerage firms to discuss recruiting retail tenants to Downtown, including: CBRE, Keller Williams, Downtown Properties, Lincoln Properties, BRC Advisors and Runyon Group.

### **Residential Market**

- Holland Partners celebrated the Grand Opening of their newest Downtown Los Angeles project 1111 Wilshire which is located in City West. This \$60 million project is a ground-up, mixed-use development with 210 residential apartments. Plan Check from Sawtelle Blvd. will be opening in the next few months.

### **Quarterly DRMA Networking Event**

- We planned the next DRMA Event with Patina Restaurant Group and the Center Theatre Group and it was held on September 24<sup>th</sup>. This exclusive DRMA will host 30 residential managers from Downtown Los Angeles.

### **Quarterly Resident Mixer**

- The DCBID planned a resident mixer at the Los Angeles Athletic Club for October 2<sup>nd</sup>. We will be expecting over 100 residents in attendance. Grand Central Market will also be presenting as a highlight of our District.

### **Housing Tours**

- The DCBID did not host any tours in the month of August, as we were dark. We had about 200 attendees for the rest of the quarter.

### **Business Walking Tours**

- The DCBID did not host any tours in the month of August, as we were dark.

### **Information Requests**

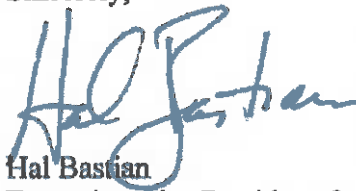
- We had over 200 requests during the period.

## **Administration Program: Annual Budget \$1,019,600**

Downtown Center Business Improvement District has actual revenues over net expenditures of \$2,107,624 versus a projected \$1,492,100 for the nine months ended September 30, 2013. The \$615,500 difference is the result of assessment revenue received earlier than budgeted, plus higher than expected collection of prior year's delinquent accounts, combined with favorable timing differences within the Communications and Marketing programs for Website design, advertising and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian  
Executive Vice President &  
Director of Economic Development

**Table of Quarterly Expenditures as of December 31, 2013**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2013 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,215,550	\$ 759,178	\$ 2,348,516	\$ 867,034
2. Communications & Marketing	\$ 1,562,560	\$ 286,012	\$ 871,441	\$ 691,119
3. Administration	\$ 1,019,600	\$ 207,514	\$ 649,909	\$ 369,691
4. Total	\$ 5,797,710	\$ 1,252,704	\$ 3,869,866	\$ 1,927,844





February 28, 2014

NBID  
FEB 28 2014

**VIA EMAIL**

Mr. Rick Scott  
Administrative Services Division  
City Hall, Room 224  
200 N. Spring Street  
Los Angeles, CA 90012

**RE: Downtown Center Business Improvement District: 2013 Fourth Quarter Report**

Dear Mr. Scott:

We are pleased to provide you with the required reporting of the activity for the Downtown Center Business Improvement District (DCBID) for the fourth quarter of 2013:

**Operating Expenses: Annual Budget \$3,215,550**

**Safety Services** - We contract safety services through Universal Protection Services (UPS). Patrol services are in place 24 hours a day, seven days a week and are deployed on foot patrols, bicycles and vehicles from the Service Center facility located at 528 South Spring Street. Safety personnel responded to 38,676 calls for service and self-observed incidents, as well as providing directions and assistance to 4,724 citizens during the months of October, November & December

The Safety Patrol focused on quality of life issues that were spiking in all areas of the district. Business's throughout were being effected by aggressive transient behavior. This prompted the DCBID to focus strategic patrols in the areas and also a request to LAPD for an increased presence of law enforcement personnel.

The Safety Patrol conducted refresher training on the following topics:

- First Aid
- Report Writing
- Verbal Judo
- Ethics & Cultural Diversity
- Bike Patrol Refresher

**Maintenance Services** - We contract maintenance services through Chrysalis, a neighborhood nonprofit organization that offers employment opportunities to the homeless and economically disadvantaged.



Maintenance worked hard on removing the growing amount of ground-level graffiti and targeted problem areas within the district. High-rise graffiti was reported to the city.

Maintenance sweeper crews swept the sidewalks, emptied trash receptacles, removed illegal decals, scraped gum from public phone booths and provided graffiti removal as detailed above. The maintenance crew also deployed an M-20 sweeper/scrubber and M636 vacuum machine to pick up large items of trash on sidewalks. Maintenance crews collected 43,125 bags of trash and removed 33 abandoned shopping carts during the months of October, November & December

**BID ACTION (Homeless Outreach Team)** - The DCBID Homeless Outreach Team is comprised of a mix of personnel from Chrysalis and UPS working together to assist the homeless. The ultimate goal of the outreach team is to assist getting those in need into stable housing or drug/alcohol programs.

In the last quarter, the homeless outreach team conducted homeless counts that averaged 185 homeless persons who sleep within the DCBID boundaries every night. During the 4th quarter, the DCBID Outreach Team was able to assist 7 people check into in-house drug recovery programs effectively transitioning them from homeless.

## **Communications, Marketing and Economic Development Programs: Annual Budget \$1,562,560**

### **Communications & Marketing (Q4 2013: October, November, December)**

#### **Holiday Marketing Campaign – “Shop Downtown LA for the Holidays”**

The DCBID's holiday marketing campaign highlighted over 25 boutiques and shops as well as events, restaurants, and hotel packages. The campaign was supported by radio spots on KOST and KCRW, print ads in the Los Angeles Downtown News, search engine marketing, social media, printed maps, a holiday video, a sweepstakes, a booth at the Art Walk, and press outreach.

The dedicated webpage, DowntownLA.com/Holidays, was live November 25 through December 31. There were 142,000 visitors to our website during the campaign and a segment ran on ABC Channel 7 featuring Downtown businesses including Brigade LA and the Library Store.

#### **Branding Campaign – “This is My Downtown”**

ThisIsMyDowntown.com, an interactive, testimonial-based website that shares Downtowner's personal experiences about living, working, and playing in Downtown LA continues to be included in our marketing materials. Pole banners throughout Downtown market this website to visitors and residents. In December, we organized the filming for our 6<sup>th</sup> video featuring a professor from the UCLA Extension campus who also lives in Downtown LA.

#### **eNewsletter**

The DCBID's e-newsletters were sent to over 30,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.



### **Property Owner Quarterly Newsletter**

The Q4 issue of the quarterly newsletter was sent out to all stakeholders. This issue featured information about our investor's conference, holiday campaign, community events, and new businesses in the District.

### **Welcome Map & Welcome Bags**

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greet new tenants and residents when they move in.

### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. After issuing an RFP, we selected Downtown LA-based *We Are Giants* as our new website firm. We will be working with them on creating a new website that will launch in 2014.

### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and the following events:

- DCBID Resident Mixer – October 2
- Halloween Party for Downtown LA Kids – October 31
- Downtown on Ice – November 14-January 20
- Spin Art at the ArtWalk Lounge – December 12

The Welcome Maps and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in.

### **Sampling of Visitor Comments:**

*I just wanted to acknowledge Kimberly for assisting me to several destinations on Tuesday afternoon. Kimberly was friendly, well organized, and knew exactly all the answers to my questions. She provided me with maps, upcoming events information, and Metro information. I was most amazed at the fact that she knew what each magazine contained. My experience with your Downtown Guide was extremely helpful. - Sarah McCollen, Downtown LA Visitor*

### **Public Relations**

Our public relations firm secured coverage in the OC Register, California Apparel News, Los Angeles Downtown News, Los Angeles Downtown News, National Real Estate Investor, KPCC, Wall Street Journal, ABC Channel 7, and the Los Angeles Business Journal.

### **Community Events**

Now in its 6th year, the Halloween Party for Downtown LA Kids, produced in partnership with the Fashion Institute of Design & Merchandising (FIDM) and Ralphs Fresh Fare, was a success! Over 1,600 Downtown LA parents and children attended the party on October 31 in Grand Hope Park at FIDM. Children enjoyed trick-or-treat doors, crafts, puppet shows, and a special visit from Lindsey Harding of the LA Sparks.

As part of the DCBID's initiative to build community among Downtown LA residents, we hosted a mixer at the LA Athletic Club on October 2. Residents from seven buildings enjoyed a presentation about the DCBID, refreshments, a raffle, and a Q&A.

The DCBID hosted its annual Roundtable Holiday party attended by 80 guests at Casey's Irish Pub on Monday, December 9.

#### **Marketing Roundtable Meetings**

The DCBID hosted its monthly Marketing Roundtables. The over 60 attendees shared their marketing activities and learned about the DCBID's efforts to support businesses. Guest speakers included Pershing Square, LA County Arts Commission, and the LA Art Show.

#### **Economic Development:**

##### **Investors Conference**

We completed all elements of the event, including finalizing the speaking panels, securing the venue and buses, and finalizing the invitation and registration page.

##### **Creative Office Committee**

The DCBID Economic Development and Marketing Teams worked together to create a Creative Office Committee. This committee will be focusing on developing original marketing tools and working with Downtown Brokers to attract new office tenants.

##### **Retail Recruitment Program**

- Worked with over 25 various retail tenants in regards to opening retail locations in our district.
- Met with 13 different property owners to work on recruiting retail for their properties.
- Brookfield Office Properties announced Pazzo Galeto / Lens Crafters / Sunglasshut
- In November the DCBID welcomed 8 new businesses: Daniel Patrick, Aesop Pop-Up Shop, Egg Slut, Alchemy Works, Violet, TLBA, Q Sushi and One Square.
- We toured 6 restaurants and/or retailers that are interested in opening in our District.
- Urban Outfitters opened on Broadway in the former Rialto Theater. We have been working to recruit Urban Outfitters to the DCBID for over five years. Although they did not open in our district despite our best efforts to bring them to 7<sup>th</sup> Street, their addition to the market helps all of Downtown.

##### **Office Market**

- Chicago Title leased 22,584 SF in 725 S Figueroa St (Ernst & Young Plaza) on November 11, the largest office lease during November.
- Nasty Gal leased 7,609 SF in 523 W 6<sup>th</sup> St (PacMutual) on November 6.
- Brookfield Office Properties, Inc. completed its purchase of longtime L.A. office tower owner MPG Office Trust Inc. on October 15. The former MPG buildings include the Gas Co. Tower and Wells Fargo Tower on Bunker Hill. Brookfield agreed to pay about \$430 million for four

of MPG's high-rises in April and assume \$2 billion in MPG's debt. Complete financial terms of the deal were not disclosed, but real estate experts estimated the full value at \$3 billion

- Met with new Brookfield office leasing team to discuss economic development opportunities and office tenant recruitment
- We met with various brokerage firms to discuss recruiting retail tenants to Downtown including: CBRE, Jones Lang LaSalle, Keller Williams, Newmark Grubb Knight Frank, Kennedy Wilson, Charles Dunn, The Lindon Group, The McDevitte Company

### **Residential Market**

- Hanover presented plans to construct a 274 unit, 7-story apartment complex at Olympic and Grand to the Downtown Los Angeles Neighborhood Council. Construction is set to begin in Spring 2014.
- Lennar Multi-Family Investors presented plans to construct a 201 unit, 7-story apartment complex at Olympic and Olive to the Downtown Los Angeles Neighborhood Council. Construction is set to begin in Spring 2014.
- Related Companies submitted their new proposal for the Grand Avenue project to the committee overseeing the project. The design is being led by Frank Gehry and includes two towers - one holding a 300-room SLS Hotel and the other filled with condominiums and rental apartments. A series of terraces, restaurant patios and pool decks cascades down along Grand facing the concert hall.
- Holland Partners celebrated the Grand Opening of their newest Downtown Los Angeles project 1111 Wilshire which is located in City West. This \$60 million project is a ground-up, mixed-use development with 210 residential apartments. Plan Check from Sawtelle Blvd. will be opening in the next few months.
- The Megatoys mixed-use project, a 320-unit apartment complex above stores and restaurants in two five-story buildings flanking Garey Street between 1st and 2nd streets started construction in September. The project will cost close to \$100 million to build and should be complete by the third quarter of 2015.
- In October, work began on the Blossom Plaza mixed-use complex, a \$100-million real estate development in the heart of Chinatown. Blossom Plaza will have 237 residential units.
- On October 4, Mack Urban, in conjunction with AECOM, acquired six acres in South Park and plans to break ground on a new residential development in 2014. Expected to span ten years, the construction will begin on a 42-story tower.

### **International Downtown Association**

The DCBID Economic Development Team attended the International Downtown Association World Conference in New York City in early October. It was a great opportunity to learn about best practices from other major cities around the world. The conference hosted 14 different countries with panels ranging from retail recruiting to public safety.

### **Economic Development Research**

Josh updated the DCBID's research and statistical data for Downtown Los Angeles including the Market Report, the Cartifact Map and Housing Book database. New copies of the Cartifact Map were finalized and printed.

### Housing Tours

We had three successful housing tours with 140 people in attendance.

### Information Requests

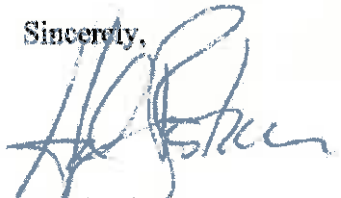
We had over 60 requests for information.

## **Administration Program: Annual Budget \$1,019,600**

Downtown Center Business Improvement District has actual revenues over net expenditures of \$655,728 versus a projected \$31,346 for the twelve months ended December 31, 2013. The \$624,382 difference is the result of higher than expected collection of prior year assessment revenue, combined with favorable timing differences within the Communications and Marketing programs for Website design, advertising, the Annual Fall Tour, open staff positions and ambassador staffing.

After you have reviewed the documents, and if you have questions or need additional information, please feel free to contact me.

Sincerely,



Hal Bastian  
Executive Vice President &  
Director of Economic Development

**Table of Quarterly Expenditures as of December 31, 2013**

BUDGET LINE ITEM	ANNUAL BUDGET	AMOUNT SPENT THIS QUARTER	TOTAL AMOUNT SPENT FOR 2013 YTD	PROJECTED SPENDING FOR NEXT QUARTER
1. Operating Expenses	\$ 3,215,550	\$ 740,265	\$ 3,088,781	\$ 849,885
2. Communications & Marketing	\$ 1,562,560	\$ 434,628	\$ 1,306,069	\$ 311,580
3. Administration	\$ 1,019,600	\$ 294,862	\$ 944,771	\$ 272,445
4. Total	\$ 5,797,710	\$ 1,469,755	\$ 5,339,621	\$ 1,433,910